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MONDAY, DECEMBER 12, 1960

No. 50

NEW ORLON PRICE SCHEDULE

| New Price | Old Price | | | | | | |
|--------------|--|--|--|--|--|--|--|
| \$1.28 | \$1.28 | | | | | | |
| 1.28 | 1.28 | | | | | | |
| 1.30 | 1.28 | | | | | | |
| 1.18 | 1.18 | | | | | | |
| 1.20 | 1.18 | | | | | | |
| 1.18 | 1.18 | | | | | | |
| New Price | Old Price | | | | | | |
| \$1.45 | \$1.53 1.50 | | | | | | |
| | \$1.28 1.28 1.30 1.18 1.20 1.18 New Price | | | | | | |

Association News

NKOA Board Of Directors Weighs Tariff, Ad Allowances At Meeting

THE board of directors of the National Knitted Outerwear Association convened for its semi-annual meeting last Thursday at the Savoy-Hilton Hotel. Prominent among the items for consideration on the agenda was the growing acuteness of the problem of foreign competition in the American knit goods market, especially as

affected by the impelling round of new tariff negotiations at Geneva.

Ad Allowances

The Association's campaign to assist the Federal Trade Commission in its intensified drive to clear the market of discriminatory concessions in the form of grants for store catalogues and other trade abuses violative of the Robinson-Patman Act also received the attention of the Board.

Nields, Korzenik Speak

James P. Nields, Ware Knitters, Ware, Mass., presided. Reports on tariff, advertising allowances and business conditions were presented by Sidney S. Korzenik, NKOA executive director and counsel.

Mr. Korzenik reviewed trends in men's and women's and misses' sweater shipments.

Obituary

Bernhard Altmann, Cashmere Specialist

ZURICH, Switzerland — Funeral services were held December 4 for Bernhard Altmann, founder and board chairman of Bernhard Altmann Corp., who died in the Hirslanden Sanitarium here after a long illness. He was 72.

Came Here In 1938

Mr. Altmann came to the U.S. in 1938 and formed the company that has become one of the leaders in men's and women's cashmere sweaters, woven cashmere fabrics and other luxury fibers.

Survivors are his wife, Wilhemina; two sons, Hans C. and Cecil, and three daughters.

DuPont Spinners Conference

Price Of Type 42 Orlon Raised 2¢; Orlon Sayelle Quotations Reduced

WILMINGTON, Del.—The DuPont Company has increased the price of Type 42 Orlon two cents a pound and slashed the price of Type 21 Orlon Sayelle eight cents a pound for 3-denier staple and 10 cents a pound for the 6-denier staple and tow. The price reductions are effective immediately. The new prices are set

forth in the table in the adjoining column. At the same time the company announced prices for Type 24 and Type 44 Orlon. two new DuPont acrylic products. The price of Type 44 Orlon was set at \$1.23 a pound for 6-denier tow and \$1.33 a pound for 3-denier staple and tow, when available. The price for Type 24 Orlon is \$1.45. The new price schedules were announced here on Tuesday at an all-day meeting of Orlon sales yarn spinners. The meeting attracted over 130 representatives of 47 spinners of Orlon on the tow-to-top and staple systems.

Not Expected
Although price changes in Type 42 Orlon had been widely rumored in the trade, it had been expected that the price of the fiber would be reduced instead of increased. No action had been anticipated by the spinners on quotations for Orlon Sayelle Type 21 staple and tow. Of the two fibers, Type 42 is the volume item which accounts for the bulk of knitting yarn sales. Volume in Orlon Sayelle is said to range slightly

above a million pounds.

The nominal increase in the price of Type 42 Orlon was seen by the spinners attending the conference as a move by the DuPont Company to shore up a sagging price structure for knitting yarns made of Type 42 Orlon. Since the summer, prices of Type 42 Orlon knitting yarns

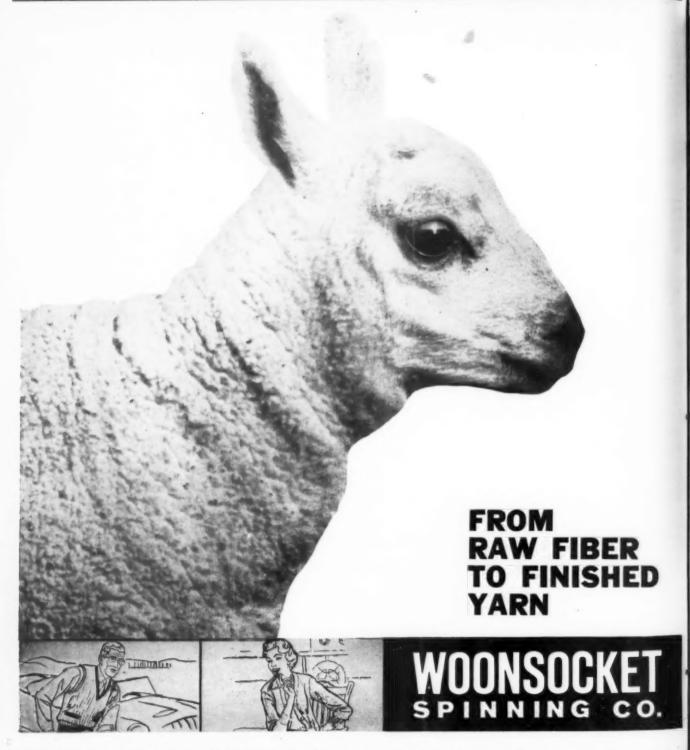
produced via the Turbo as well as the staple routes have been highly competitive, the result largely of a sharp scramble for business by Orlon yarn spinners. This is probably the chief factor that had prompted the market reports of a possible downward readjustment in Type 42 Orlon staple and tow prices. Another was the low prices being quoted for knitting yarns produced from an imported British acrylic fiber and of substandard domestically produced acrylic fibers.

Yarn spinners appeared to be highly elated over the two cents a pound increase on Type 42 Orlon. "This should scotch rumors circulating in the trade among the knitters that Orlon yarn prices are due for further cut," one spinner remarked. "You should announce this price increase in big black headlines in your paper," another spinner said.

Spinners Not Worried

No concern appeared evident among the spinners at the conference here over the reduced Orlon Sayelle prices. For one thing, it was pointed out, there is not too much of the fiber around. Moreover, it is recognized as a premium product for a few prestige knitters. In fact, most of the yarn spinners saw the Orlon Sayelle price slash as making this fiber available to a wider

(Continued on Page 11)



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DuPont Spinners Conference

Two New Orlon Fiber Types Announced

By CHARLES REICHMAN, Editor

WILMINGTON, Del. - DuPont Company chemists have spawned two new Orlon fiber types in their test tubes to swell the family of Orlon fibers to 14. Although the new arrivals were delivered from the spinneret from the basic Orlon fiber-forming solution, they are by no means identical twins. One of the new-comers, called Type 24 Orlon,

belongs to the Orlon Sayelle branch of the family and the other, christened Type 44, bears a close kinship to Type 42 Orlon. Arrival of the former had been anticipated in an exclusive article which appeared in last week's issue of the KNITTED OUTERWEAR TIMES.

Type 24 Orlon is a 3-denier bi-component fiber engineered for use in fine gauge knits. Type 44 is a 6-denier acid dyeable tow designed to be blended with Type 42 to produce cross-dye effects.

Orlon Family

Announcement of the two Orlon blessed events was made at the conference of Orlon sales yarn spinners held here last Tuesday in the Nemours Auditorium. Disclosure of the births was made along with reports by DuPont scientists and technologists of new developments in the spinning, knitting, dyeing and finishing of virtually all the 14 fibers which now comprise the Orlon family. The Orlon fiber family line-up, including the two newcomers, consists in numerical sequence rather than order of age of the following:

• Type 21, the original Orlon Sayelle product available in 3-denier staple and 6-denier staple and tow.

• Type 24, the new 3-denier, Orlon Sayelle staple for fine gauge sweaters.

• Type 36, a coarse denier fiber designed for use in carpets of 100 per cent Orlon.

• Type 37, another carpet fiber but designed for blending with other synthetic or natural fibers

• Type 38, a high shrink staple and tow product in 4.1 denier, designed for high-pile

• Type 39, a 4.2 average denier product for use on the woolen system.

• Type 39A, a 2.4 average denier product also designed for processing on the woolen system.

• Type 39B, another woolen system fiber with a 6.4 average

• Type 42 regular and high shrink staple and tow.

• Type 42 Colorseal, a solution-dyed black staple and tow

• Type 44, the new cross dyeable 6-denier tow.

• Type 72, a 1.5 denier fiber with a built-in fluorescent whiteness and designed for blending with cotton

• Type 75, another blend fiber for cotton. Formerly designated as Type 25, it comes in a 2.5 denier and 11/2 inch staple

• Type 82, Orlon Cantrece, a continuous filament yarn designed for texturizing. It is a 200 denier, 80 filament semidull product.

Each of these fibers are distinct and different members of the Orlon fiber family and are produced in different lusters, it was stressed. Du Pont speakers at the conference pointed out that they are tailored to meet specific end-use requirements.

Orlon Sayelle Developments

Type 24 Orlon, the first of the new fibers announced at the sales yarn spinners conference is the newest member of the Orlon Sayelle family. It is geared primarily for the manufacture of fine gauge sweaters. Up to now, Orlon Sayelle has been used only in bulky knits, utilizing 6-denier staple and tow.

The original 3-denier Orlon Sayelle product was found impractical for fine gauge sweaters because of its high rate of pilling in this construction. The new Type 24 Orlon Sayelle is claimed to be far more pill resistant product.

In addition to this property, the fiber possesses all the other

features of Orlon Savelle; namely, excellent hand, resilience and bulk. This new 3-denier product is produced in semi-dull luster and in a 3.0 average cut ranging from a variable cut of one to five inches. Unlike 6-denier Type 21 Orlon Sayelle tow, it is processible only on the carded worsted system.

For Double Knits

In addition to fine gauge weaters produced on fullfashioned and circular jersey and interlock equipment, the fiber is seen as a good candidate for use in the presently popular double jersey rib fabrics used in knitted dresses.

Orlon Sayelle, Type 21 and the new on Type 24, according to Elija M. Hicks, Orlon research, have entirely different aesthetics from Type 42 Orlon, the Du Pont acrylic best known to knitters. Whereas the latter is marked by a cashmere-like softness, Orlon Savelle produces a crisp, firm hand. This was attributed by Mr. Hicks to the bi-component structure of the fiber and its high crimp level which is reversible.

The structure of Orlon Savelle, Mr. Hicks explained, is tailored to respond to heat and water. The fiber, he went on to point out, is made up of two distinct polymers welded together. Its cross section is acorn shaped rather than dogbone, such as Type 42 Orlon, or round, as in the case of wool.

Restore Crimp

In behavior under conditions of wetness and heat, the two fiber components behave differently. Under heat, he explained. one side of the fiber tends to shrink more than the other. The result of this physical action is a three-dimensional or spiraltype crimp. This crimp, he said. develops rapidly in wetting and

Methods of processing Orlon Sayelle into yarn were outlined by Robert A. Wells of Orlon Technical Service. Mr. Wells cautioned spinners against use of excessive twist in producing yarns of either Type 21 or Type 24 Orlon Sayelle yarn. Excess

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twist, he said, would tend to limit crimp development. In a 2/20 w.c. knitting yarn, he suggested eight turns per inch in the singles and four turns per inch in two ply yarns.

Mr. Wells also advised spinners to recognize the shrinkage capacity of Orlon Sayelle. After drying, skein lengths of Orlon Sayelle, he pointed out, will exhibit a 20 to 25 per cent difference.

Fabric shrinkage will be equally great, he stated. Knit cloth produced from undyed yarns not previously boiled-off will exhibit a shrinkage in the range of 30 to 35 per cent. Knit fabrics turned out from dyed yarns will shrink 20 to 25 per cent.

DuPont researchers, according to Mr. Wells, are currently working on the development of an Orlon Sayelle tow for processing on the Turbo stapler. The present 6-denier Type 21 Orlon Sayelle tow can be processed only on the Pacific Converter.

Another improvement which is under study, Mr. Wells said, is the development of a permanent finish to eliminate the oil currently imparted on Orlon Sayelle staple and tow during the course of yarn processing. Although the quantity of oil used is small, the finish will do away with the need for it completely, he noted.

Orion Sayelle yarns of either Type 21 or Type 24 can be dyed conventionally using selected cationic and dispersed dyes, Bert F. Faris, of Orlon technical service, pointed out. The preferred routes for dyeing Orlon Sayelle, he said, are in raw stock or top form or in yarn form via either the skein or package routes.

Piece dyeing, he said, is practical within certain limitations. The major difficulty in piece dyeing sweaters of Orlon Sayelle is that the degree of bulking is affected by depth shades, he said.

Mr. Faris warned the spinners to advise their knitwear customers that provision in manufacturing should be made for full crimp development of Orlon Sayelle sweaters. Garments right off the knitting machine, he said, should be wet finished. Steaming alone, he claimed, would not provide the same result.

If the yarn had not previously been subjected to boiling water treatment, it is necessary that the garment be treated for 15 minutes in a bath of 208° F. to restore crimp, Mr. Faris said. He reminded the spinners that coning and spinning tends to pull out fiber crimp from the yarns. The full crimp can be rejuvenated by wetting out and tumble drying.

Type 44
Type 44, the new acid dyeable tow, appears to be the Du-Pont Company's answer to Chemstrand's Acrilan 16. Like the latter, it has a wholly different dye affinity from its parent fiber. Just as Acrilan 16 is designed to be combined with Acrilan 16.56 to produce heather and cross-dye effects, Type 44 has been tailored to be combined with Type 42 Orlon to produce cross-dyeing effects in either skein or piece form.

The fiber is a 6-denier semidull product produced in a tow bundle of 470,000 total denier. It is processible on the Turbo Stapler in much the same fashion as Type 42 Orlon except that to achieve yarn shrinkage comparable to that of the latter conditions on the Turbo Stapler have to be modified.

Type 44 Orlon has an affinity for selected acid dyes and can be colored in a complete range of shades. It is resistant to the acid-stable cationic dyes for which Type 42 Orlon has an

Depending on the manner in which yarn has been spun or the fabric knitted, heather stripe or pattern effects can be achieved in a one-bath operation using cationic dyes to color the Type 42 component and level dyeing acid shades to dye Type 44 Orlon. A variety of two-color effects can be produced in these arrangements. Three-color effects can be achieved with the introduction of solution-dyed Type 42 Colorseal black.

Collins Thompson of the Orlon development group, who reported on Type 44 Orlon, disclosed that it is currently being produced in limited quantities. If a demand for this fiber should develop, he indicated, quantity production will be begun. The Type 44 range, he said, will be expanded within the near future to include a 3-denier staple and tow, in addition to the new 6-denier tow. Under study, he said, is a white dye resist Type 44 staple.

Type 42 Developments

The Type 42 staple and tow presently on the market is a vastly improved product from the original Type 42 staple introduced in 1955. This was the gist of a talk by William L. Scarborough of the Orlon manufacturing division. Mr. Scarborough outlined the extensive and intensive quality control system employed at the Orlon plants in Camden, S. C. and Waynesboro, Va. In its final form, he disclosed. Orlon staple is subjected to 17 quality inspections and Orlon tow to 16 individual quality examinations. As an illustration of one of the numerous checks made to maintain consistent Orlon staple and tow quality, Mr. Scarborough showed a continuous piece of knitted tubing produced from spun yarns representing 36 consecutive days of Orlon production. This step is designed, he explained, to determine the fiber's uniformity in dyeing.

Improvements introduced in Type 42 Orlon were disclosed by John C. Hoscheit, Orlon technical service. He explained that major product improvements in Type 42 Orlon are usually consolidated in merge changes. "Since the appearance on the market of Type 42 Orlon," he said, "there have been seven major merge changes incorporating 24 major product improvements." The merge The merge changes, he explained, have also involved the introduction of new deniers, staple lengths and lusters. Among the improvements that have been incorporated in Type 42 Orlon is a no-break tow bundle which offers the spinner operating economies and an increase in tow denier amounting to 30 per cent. Another improvement is in the whiteness of Type 42 Orlon. Today Orlon, he said, is five times whiter than the original product. This whiteness, he claimed, is better than that of wool and approximates that of cotton. By mid-1961, Mr. Hoscheit forecast, yarn producers utilizing the Turbo stapler will have a still larger tow that will improve their processing by another 30 per cent. He reported that currently under study by his division are fiber setter conditions, especially the influence of room temperature, sliver condition and lag time on yarn

quality. He indicated that data from this study will be made available to the trade by February and will show the effect of these variables.

A fiber shrinkage tester was demonstrated by Mr. Hoscheit as an improved method for determining shrinkage of sliver and yarn. The tester represents a marked improvement over the clamp and weights currently used in determining Orlon fiber shrinkage. He said that DuPont has approached a leading instrument maker to produce the tester for sale to the spinners.

The DuPont Company has come up with a new finish designed to control pilling of sweaters and provide them at the same time with a crisp, firm hand, Robert Wagner, Orlon technical service, told the conference. The new finish is hydrated aluminum called Alon C. Two per cent of this finish is applied to knitted garments in the final rinse and Mr. Wagner claimed that the finish would last for 10 or more home washings. He recommended it as especially suitable for men's sweaters where a crisp or scroopy hand is desired.

Mr. Wagner also reported on two other developments - the sponge core technique employed in package dyeing with Type 42 high-bulk Orlon varns and the stress bulking technique for restoring bulk to yarns dyed via the package route. The sponge core method involves the use of a special cellulosic sponge as the sleeve over Franklin & Davidson springs and other types of dye tubes used in package dyeing. The stress bulking technique is a method of restoring bulk to coarse count high-bulk Orlon yarns dyed via the sponge core procedure. The method involves running the yarn from the supply package on a conventional winder over two knife edges before it reaches the take-up package on the winder. The effect of this action is to restore the round crosssection to the yarn and increasing the diameter of the yarn.

Mr. Wagner also explained to the spinners why the DuPont Company has not increased its range of solution-dyed Orlon yarns beyond the Colorseal black now available. "Solutiondyed Orlon fiber," he said, "is

(Continued on Page 7)

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desirable only where acceptable dye fastness can be obtained in no other way." This is not the case with Orlon, he added, pointing out that the DuPont acrylic can be dyed a full range of shades by the customary trade dye routes. The only reason the company has emphasized solution-dyed black is that this shade fills a technical need in the trade. The implication here, of course, was that it could he used to achieve heather. cross-dyed, stripe and contrast color effects in many garments.

Type 72 Orlon
In Type 72 Orlon, yarn spinners have the means for building volume for their yarns in summerwear items such as T-shirts and other skin contact apparel such as underwear and

sleepwear, Orville Wetmore of men's wear marketing service reported. Details for the processing of this fiber in combination with combed cotton on a 80/20 per cent basis were described by J. Cyrus Gantt, Jr. of Orlon technical service. Mr. Gantt said Type 72 Orlon is a unique fiber in that it incorporates a fluorescent brightness which makes it a ready com-panion to cotton in an 80/20 blend. The fiber whiteness is retained without any bleach additives. By reason of its 2-denier, 11/2 inch staple length, it is readily processible on the cotton and American systems.

The fiber's crimp level is good for these systems to overcome the problems previously encountered in intimate blending of this fiber with cotton and to reduce slubs. Mr. Gantt suggested that a predrawing operation be added after picking and carding in the processing of Orlon and that a blend draw step be introduced at the point at which Orlon and cotton are intimately blended.

He explained to the spinners that the better the grade of cotton used in blending with Orlon Type 72, the better will be the quality of the yarn. The limits to which Type 72 can be spun is 70's c.c. while the limit of spin for its companion fiber, Type 75 Orlon is 40's c.c. Knit shirts of 80 per cent Type 72 Orlon and 20 per cent combed cotton, Mr. Gantt went on to explain, can be produced from fabric kntited on jersey, interlock or

plain rib machines from yarns ranging in size, depending upon the machine gauge, from 24/1 c.c. to 40/1 c.c. To get best results, allowance must be made for the difference in bulking properties of Orlon and cotton. As a quick rule of thumb in yarn count selection, Mr. Gantt suggested that the yarn count of 100 per cent cotton yarn be multiplied by 1.3.

In wet finishing, he recommended bleaching be done with peroxide followed by use of an optical bleach. Sodium chlorite bleaches should be avoided.

Cross dye effects as well as union colors can be readily achieved. Cationic and dispersed dyes produce brighter tones on Type 72 Orlon than on Type 42 Orlon.

DuPont Spinners Conference

Merchandisers Aim To Cover The Market With Orlon

By ALAN SIEGLER

WILMINGTON, Del.—Promotion activity plans for Orlonpast, present and future, for new types of the fiber and old—were disclosed Dec. 6 by DuPont representatives at its sales yarn spinners conference here. Over 100 yarn processors heard technical men and marketing experts describe the Orlon offensive on their

fronts. Lester S. Sinness, assistant general manager, textile fibers department, summed up the purpose of the conference at a luncheon: "Our aim is to further improve the public image of Orlon by improving the product and telling the public about it."

In accordance with the theme of the conference, "You Hold the Keys," DuPont stressed its wish to make the promotion and development of Orlon a joint venture with other segments of the industry.

With the introduction of the new types, Orlon now has 15 distinct but related forms, amounting to some 200 items when the full range is considered, George S. Demme, product manager, Orlon, reported.

"There is no segment of the market that cannot be made with these new products—indeed some cannot be made with any other," Ford B. Draper, general director, marketing divisions, said.

A graph showed a sharp rise in the use of Orlon up to this year, when there was a decline. Mr. Draper called it a "pause for digestion" which he said was bound to occur after the

first extraordinary successes of a product. He assured the conference of DuPont's confidence in the future of the fiber.

The confidence is based on what company, spokesmen described as a full-scale program of advertising, publicity, promotion and merchandising, and on continuing technical efforts to overcome product deficiencies. Since 1942, there have been 24 improvements in flexibility, dyeability, uniformity, processability and whiteness. More changes are in the works.

The program has been, and will continue to be, developed in cooperation with all segments of the industry from spinner to knitter to retailer.

In men's wear marketing, these aspects of the program were highlighted by Donald F. Pollock:

• Development, jointly with Himalaya Knitwear Co., Inc., of the "interim" knit, an open stitch, lightweight pullover for between-season wear. A joint marketing program included ads—one with a swatch. Last spring, Lord & Taylor, New York City; Lyttons, Chicago; J. L. Hudson, Detroit; I. Magnin, San Francisco and others, reported complete or near sellouts of the garment.

Reflecting the women's influence on buying, an American designer series was begun by commissioning leading women's designers, whose work will be featured in ads and stores. The designs will be promoted in Vogue. According to Mr. Pollock, the designs will meet the challenge of imports by providing quality.

For advertising tools, Mr. Pollock pointed to "Trends and Textures," a booklet on Orlon styles distributed to more than 6,000 retailers, and to the October 21 supplement in Men's Wear magazine.

The market opportunities, surveyed by Mr. Pollock, include laminates—for which 80 per cent Orlon, 20 per cent wool, or 100 per cent Orlon are recommended — swimwear and pile fabrics, shells and linings. "We are behind this last market strongly," he said.

Advertising, promotion and publicity will appear in trade publications, consumer magazines and newspapers, store displays and television and radio.

In men's hosiery, it was predicted that blends of natural and synthetic fibers or all synthetics would dominate the market in the not too distant future. DuPont is enthusiastic over Orlon Sayelle in blends and a blend

of Orlon, rayon and DuPont 42, 50, 30 and 20 per cent respectively.

Women's Wear

A campaign to sell sweaters for summer and a new technique for faithful color reproduction in ads will be the highlights of the program in women's sweaters.

"Put your winter sweaters away for summer — sweaters of Orlon are here," the ads will say. In previous years, advertising jointly with knitters, the company keyed its program around a theme — first, "the sweater look in Orlon," and this season, "the sweaterland of Orlon." Editorial support appeared in Mademoiselle, Seventeen and Glamour.

Orlon fashions will be shown on the DuPont TV show with June Allyson, which has an estimated audience of 11 million women.

Infants' & Children's Wear

For comfort and stability, the company is promoting a blend of 20 per cent cotton, 80 per cent Orlon in infants' and children's wear. Orville C. Wetmore, men's wear marketing services, suggested that the blend which has been so popular in fall outerwear, ought to be used in winter.

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"Why the blend? Why not 100 per cent Orlon?" he asked. Cotton is used to retain the consumer image of comfort associated with the fabric, and also for flexibility in styling.

In infants' and children's wear, cotton and Orlon lends shrinkage resistance, lasting softness, comfort and quick drying qualities, for which a customer will bear the difference in cost, between this product and others, W. Brown Vincent, of the children's wear marketing services, said.

He cited promotions by leading chain stores like Sears Roebuck and Montgomery Ward, and testimonials from infants' wear buyers, Mrs. Pauline Zinn, Sakowitz Bros., Houston, Tex., and Leonard Carpenter, Hig-

bee's. Cleveland.

An annual consumption of 1½ million pounds of Orlon in this product area by 1963 was forecast by Mr. Brown. To reach this figure, high-powered advertising and promotion will be developed, starting with 18 ads in nine newspapers in large metropolitan areas and key store promotions. New mothers are at the center of the target.

In men's and boys' wear, the same blend is showing up in knit shirts. Leading knitters are joining with DuPont to make and promote styles in which a great variety of surface detailing ap-

pears.

Jesse M. Wright, boys' wear marketing services, said every major manufacturer "is on the Orlon-cotton bandwagon for 1961." He estimated that in the spring of next year, 1 and 34 million yards will be used in knit shirts alone.

To push this along, the company plans a "grand slam" on all the major TV networks, color pages in newspapers and ads in Vogue, sports and Sports Illustrated.

Orlon Sayelle

Orlon Sayelle has been beamed to knitwear" and will grow with the knitted outerwear industry, Collins Thompson, of development, Orlon said.

Graphs showing the increase in use of the fiber parallel growth curves for the heavy denier fibers several years back. Therefore, it is calculated that Sayelle will show even bigger gains in the future.

The fiber will be used extensively in women's and children's wear, according to Kenneth C. Bass, women's wear marketing service, who declared it was eminently suitable for bulkies, brilliant colors and laundering.

A film on drying a sweater made of it, which has drawn enthusiastic response from buyers, was shown to the confer-

Leading prestige knitters are cooperating with DuPont in promoting styles in Sayelle. The introduction of Type 24 will duplicate the fine gauge offered by the old 3-denier Type 21.

The boom in knit dresses and the increased demand for knit coats and suits calls for Sayelle, Mr. Bass said. Two similar models, one of wool and one of Sayelle, were shown, and Mr. Bass challenged the audience to tell which was which.

"Orlon Sayelle has the look, touch and elasticity of wool,"

Mr. Bass concluded.

He predicted that Sayelle would soon break into children's wear, a market that traditionally follows the women's by a year. Children's wear knitters are already using the fiber because of its reputed ease of care.

Advertising and promotion campaigning will be heavy in this area, too. A mailer with swatch already has gone out to

5,000 stores.

In boys' and men's wear, Sayelle, according to Mr. Pollock, "will do as much as Orlon did when it was first introduced."

The market is reportedly ripe for its use in sweaters and sweater-shirts. A survey cited by Mr. Pollock showed that 91 per cent of buyers liked the fiber for, among other reasons, the "bouncy handle it produces in garments."

Sayelle will also find a home in vests, pile fabrics and gloves, he said.

Ads will push it in the KNITTED OUTERWEAR TIMES, the Gentlemen's Quarterly, the Daily News Record, Sports Illustrated, the New Yorker and other media.

Promoting Orlon

DuPont's broad retail program, according to Charles A. Shoecraft, retail marketing services, seeks to influence retail purchasing and marketing.

The program is operated out of offices in major metropolitan

areas that directly cover 55 per cent of the U. S. consumer population.

A group of part-time women workers, known in DuPont's offices as the T.M.G., or Too Many Girls, assists in the program. All have had buying experience.

The company lists its aims as "communications, sales training and coordination of retail promotions. It distributes pre-market information for buyers, as for example, when it introduced "fiber-sealed" jersey of Orlon and wool with ads for 60 stores in 20 market areas. Retailer-knitter ads were supported by store windows and interiors, Lord & Taylor, New York City, backed the ad with a window display.

A Marshall Field executive wrote DuPont that its roto ad of March 27 in the Chicago press resulted in \$6,000 in sales during the three days following

its appearance.

The role of advertising in creating consumer preference was discussed by George B. Lewis, of advertising, promotion and publicity.

In a survey, women were asked to name any fibers that came to mind. Orlon was named by 59 per cent and the nearest competitive acrylic by 19 per cent.

When the names of fibers were presented by poll takers to the women, Orlon was named by 86 per cent.

Mr. Lewis said that in the last eight years 62 per cent of all men's sweater advertising and 40 per cent of women's was about Orlon. Television commercials on the June Allyson Show reach an estimated audience of 18 million. DuPont's publicity, said Mr. Lewis, is the largest in the textile industry.

Orlon Abroad

Orlon is the leading acrylic fiber in Europe and Australia, Don W. Gay, DuPont International S.A., told the conference. He makes his headquarters in Geneva, Switzerland.

A magazine, DuPont Fibers, is circulated in Europe. (It is also available in the U. S. on

request).

At the most recent fashion show in Florence, 15 out of 30 houses showed Orlon. At the next one, in January, 20 will show it. Some of the styles cited by Mr. Gay, with comments, as popular in Europe were:

• Orlon plaid with 15 denier nylon. ("This looks like Lurex, but it's cheaper.")

• Boucles, or pebble knits.

· Homespun, thick knits.

 High-bulk chunkies. ("We call our bulkies chunkies over there.")

• Chameleons, or umbra yarns that change color because of uneven dying.

 Nordlandics — Scandinavian jacquard ski sweaters.

• Double jerseys of 70 per cent Orlon, 30 per cent wool.

Leading couturiers all over Europe are showing Orlon, Mr.

DuPont Raises Prices Of Lycra Spandex Fiber

WILMINGTON, Del. — Prices of Lycra spandex fiber from 140 through 560 denier will be increased on an average of 12 per cent with January 1961, shipments, the Du Pont Company announced. The 70-denier size was increased approximately 25 per cent three weeks ago.

The company said the increase is necessary because production costs have risen during the scale-up period for com-

mercial manufacture.

Lycra, the newest Du Pont synthetic fiber, has elastic qualities. It was introduced for trade evaluation in April, 1958, and plans to commercialize the fiber were announced in October last year. It is used in place of natural rubber in swim suits and foundation garments.

Du Pont spent more than \$10,000,000 up to the point where the decision was made to proceed with the commercial manufacture of Lycra, which requires more complex chemical reactions than any other Du Pont fiber. The plant for the commercial process is under construction in Waynesboro, Va.

The new Lycra price schedule is as follows:

| Denier | Old Price | New Price |
|--------|------------------|------------------|
| 140 | \$6.40 | \$7.40 |
| 280 | 5.35 | 5.95 |
| 420 | 4.90 | 5.50 |
| 560 | 4.75 | 5.35 |



Spinning Frames — the Heart of the Spinning Mill — Caron Spinning Company. Photographer: Bill Hedrich, Hedrich-Blessing.



... where superior quality yarns are born of modern machines, modern skills, never-ending research!

ROCHELLE, ILLINOIS . ROBESONIA, PA. . NEW YORK CITY DECI

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Prices Of Orlon Fibers Adjusted

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segment of the sweater market, especially to the volume sweater knitters. Up to now, most of these sweater makers found the fiber too expensive for their price lines. Some spinners suggested that the yarn producers who have had the Orlon Sayelle market to themselves during the past year might balk at the price reductions. It was indicated that the reaction of the prestige knitters might also be adverse.

Broaden Market

For the most part, however, spinners felt that the now lower price tags on Orlon Sayelle staple and tow would make possible the introduction of this more expensive DuPont acrylic fiber in the mass sweater market where, as one spinner put it, "the real volume lies."

The new readjustments in prices of Orlon are the first since December 1, 1958 when the Du-Pont Company instituted a two cents price reduction in 4.5, 6 and 10 denier Type 42 Orlon

staple and tow. At that time the price of 3-denier tow was left intact at \$1.28 a pound, while the other fibers were brought down to the \$1.18 level. It is not expected that producers of Acrilan, Creslan and Zefran, all acrylic fibers competitive with Orlon, will adjust their prices in similar fashion. If anything, the market may look for a possible further drop in the prices of these fibers in an effort to provide them with a further price edge over Orlon.

A number of spinners, however, doubted whether such a move would be taken, pointing out that "spinners looking for low price Acrilan, Creslan or Zefran can only find them in the sub-standard fibers being offered for sale." According to some reports, non-standard Acrilan and Creslan are being offered in the market for as low as 55 cents a pound. The reported price of the English acrylic fiber is said to range from 67 to 68 cents a pound, Although the fiber is being sold without a trade mark designation, it is believed to be Courtelle, a product of Courtaulds Ltd. and the only British acrylic fiber currently in production.

The price changes were disclosed by Arthur Saunders, director of merchandising services, who was the last speaker on the p:ogram. Prior to the announcement, he had urged the yarn spinners to tie in their own individual merchandising and promotional programs with the overall DuPont merchandising effort.

Earlier in the day the sales yarn spinners were told by George S. Demme, Orlon product manager, that they "hold the keys" to profit and progress with Orlon in 1961. Not only do the Orlon yarn processers hold the keys to success in Orlon business, Mr. Demme said, but they also have the keys "to open more market doors for Orlon." The theme of the all-day conference was, "You Hold The Keys." This theme was underscored not only in virtually all of the 24 talks heard during the parley but was recurrently emphasized in the slides and movie shots which punctuated many of the speeches.

Plans For Growth

In the same vein Ford B.

Draper, general director of Du-Pont marketing divisions, commended the spinners for their part in what he called the Orlon success story. He told the spinners that sales of the fiber have been without parallel in the synthetic fiber industry. Output reached an all-time high in 1959, while volume in the current year is only a shade below that of the preceding record year.

Mr. Draper characterized the current lag in textile activity as "only temporary," and told the spinners that DuPont "is planning for substantial f u r t h e r growth and not contraction" in Orlon and its other textile fibers.

Obituary

Arthur E. Zwicker, 78; Zwicker Mill Founder

APPLETON, Wis. — Arthur E. Zwicker, former secretary and one of the founders of the Zwicker Knitting Mills, died here November 30. He was 78.

Survivors include his wife; two daughters, Mrs. Ralph Nagreen; Mrs. Andrew Milner; a brother, Dewey, and a sister, Mrs. Ralph Braun.

FAREWELL TO THE BEHEMOTH

In the automobile world, the era of the behemoth is drawing to a close. The new compact cars, lighter in weight, less costly, and more comfortable are in growing demand.

Sweaters are following this same trend. Heavy, cumbersome, excessively bulky knits are losing their popularity in favor of lighter, less costly and more comfortable new styles whose appeal is in beautiful color harmonies, interesting textures and novel fibre blends.

Our 1961 collection of fine quality men's sweaters is now ready and reflects this new style tendency. It is evoking the generous praise of discriminating distributors.

Shown by appointment only.

The Lion Knitting Mills Co.

3256 West 25th Street Cleveland, Ohio

Designers and Creators of High Quality Sweaters and Sweater Shirts for Men DISTRIBUTED TO THE BETTER STORES BY SELECTED KNITWEAR SPECIALISTS

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HERE IS! READY VYCRON FABRIC PR

BEAUNIT TEXTILES' VYCRON THRILLER!

22 pages of excitement . . . co-op advertising, contests, point of sale material, publicity . . . and lots more! Everything to help you blast off the most out-of-this-world store promotion of the year! Send for your "Ready To Go" kit TODAY!

BEAUNIT MILLS, INC. . TEXTILES . 450 SEVENTH AVENUE, NEW YORK 1

Mill News

TIMES

Sheldon Mesnick Joins Knitbrook Mills Corp.

Sheldon B. Mesnick has recently joined Knitbrook Mills Corp., as a member of their sales staff, covering the ladies' dress and blouse trades.

Mr. Mesnick had been associated with Alamac Knitting Mills for the past four years and previous to that was with Jerry Goldwasser Fabrics and Nu-Loom Fabrics.

Mode Knitting Mills Joins Pa. District Association

PHILADELPHIA, Pa.-Mode Knitting Mills, Inc., 521 Vine St., here, was elected a member of the Knitted Outerwear Manufacturers Association, Pennsylvania District, at a meeting of the board of directors, Dr. Edward B. Shils, executive secretary, announced.

Large Output of Bulkies

The firm specializes in the production of ladies' full-fashoned sweaters on a contract basis and men's Ban-Lon shirts for the wholesale trade. It also produces bulkies on a contract

basis. Full-fashioned production is about 500 a week, according to Nathan Ubfal, president, and output of bulkies is approximately 150 dozen a week.

The company was founded in 1954 at the present location where it now occupies 16,000 sq. ft. of space on two floors.

Quarles Elected Director Of William Carter Co.

NEEDHAM HEIGHTS, Mass.—John R. Quarles, partner in the law firm of Ropes, Gray, Best, Coolidge and Rugg, Boston, has been elected to the board of directors of The William Carter Co., manufacturers of Carter's knitwear.

Mr. Quarles was elected to fill the unexpired term of the late William H. Best. Mr. Quarles has served as counsel to the company for many years.

Wolfer Forms Reflow Mill

Arthur Wolfer has formed Reflow Knitting Mills, Inc., at 95-02 150 St., Jamaica, N. Y., to manufacture knitwear on a contract basis. Mr. Wolfer formerly headed Park Knitting Mills.

Swimwear

Cole Acquisition Part Of K-R Growth Plan

LOS ANGELES, Calif. -The recent acquisition of Cole of California, swimwear firm, by Kayser-Roth Corporation is "a part of the company's program of acquisition designed to expand its participation in men's, women's and children's apparel markets," according to Chester A. Roth, Kayser-Roth's president.

Fred N. Cole, president of Cole, will serve as chairman of the board of directors of two swimwear affiliates and act in an advisory capacity. Succeeding Cole as president will be C. W. Frazier, Jr., formerly vice-president and merchandise manager of Catalina, Inc., another Kayser-Roth subsidiary. Frazier will also serve on Cole's board, along with Anne Cole, executive vice-president of the firm, who will remain in charge of Cole's eastern operation.

Both Roth and Cole stated that Cole of California will continue to be operated on an autonomous, wholly-owned sub-

sidiary of the Kayser-Roth Corporation. The company will continue to operate under the same name and policies at its present location in Vernon and the executive staff and personnel will remain intact.

A three-year sales objective, designed to double the annual sales volume of the swimwear firm by 1964, was outlined by Mr. Frazier. This expansion is expected to be accomplished through enlargement of markets for Cole's existing swimwear, playwear and children's lines. No new lines are planned for the immediate future, Frazier said.

Cole's present volume is believed to be approximately \$10,-000,000 annually, divided almost equally between domestic and foreign production. Frazier pointed out that the planned expansion program will be greatly facilitated by the financial backing and production assistance of the new parent com-

Cole of California was founded by Fred Cole in 1925 and has licensees in seven foreign countries.

(Continued on Page 15)

ΔN ANNOUNCEMENT OF IMPORTANCE TO THE KNITTING AND WEAVING TRADES

In ANNOUNCING THE FORMATION OF MEIMAN & COMPANY, INC., AND MEIMAN MILLS, INC., it is my sincere belief that this is of more than passing significance to all users of yarn . . . for it is our intention to introduce a new concept of quality, value and service into this field.

MEIMAN & COMPANY, INC. is the exclusive sales agent for MEIMAN MILLS, INC. as well as exclusive national sales representative for AIREDALE WORSTED MILLS, INC.

MEIMAN MILLS, INC. produces educated yarns of wool and synthetics on the woolen system. The plant in Southern New England spins lamb's wool and Orlon® Acrylic blends, 100% Orlon® Acrylic, fur blends and virgin lamb's wool yarn.

AIREDALE WORSTED MILLS, INC. of Stony Point, N. C. and Boston, Mass. is well known in the knitting and weaving industries as spinners of worsted yarns and Turbo Orlon® Acrylic yarns in counts up to 32's, single and two ply. The plants have recently been extensively modernized for increased production.

In keeping with the trend towards new fibers and yarns, additional facilities have also been added to Airedale's research laboratory.

We anticipate the privilege of serving you . . . and invite inquiries regarding your yarn requirements.

> Dollan B. Warwain Sheldon B. Meiman, President

MEIMAN & COMPANY, INC. . MEIMAN MILLS, INC. 112 W. 34th Street, New York, N. Y. OXford 5-5825



YOU'RE LOOKING AT BULKIE SUCCESS



SPUN-GEE is the winning word for bulkies on every selling level-constantly forging ahead in popularity.

Combining the soft, lofty, luxurious hand of wool with the easy-washing and quick-drying advantages of Orlon, SPUN-GEE gives bulkies the utmost versatility.

Bulkies, in classic and novelty versions, are true knitwear thoroughbreds, at home on both casual and dressy occasions. And SPUN-GEE is famous as the most wanted yarn for these wanted fashions. Identified by the attractive SPUN-GEE tag.

DEC

Ma head promo rector



Margit Felligi continues as head designer, Barbara Kelly as promotion and advertising director. Mr. Frazier plans to name treasurer, Joseph P. Almquist, Jr. as production manager, and Paige Thomas as publicity director. Mr. Frazer plans to name a sales manager in the near future to replace Oscar C. Orman, who recently resigned to return to teaching.

Mr. Frazier graduated from the Virginia Military Institute in 1939 with a degree in civil engineering. His interest in merchandising led him to become part owner and manager of a junior department store in Williamsburg, Va., where he remained until 1942 at which time he joined the Army and served a three-year stint as a major with the Field Artillery.

Returning from the service, while retaining his retail holdings, he formed Frazier Textiles with his father and served as manufacturers' representatives in the South for various mills.

In 1952, Mr. Frazier joined Catalina as a southern sales representative, and in 1955 he was sentative, and in 1955 he was appointed sales manager. After moving in this new capacity to

Catalina's California headquarters, he was successively named division manager in charge of ladies' sportswear, then women's merchandise manager, and in 1957, vice president.

Profit-Sharing For Stewart Employees

LOS ANGELES, Calif. — A profit-sharing plan has been inaugurated by Elizabeth Stewart Swimwear for its employees, it was announced by Robert L. Beck, president.

Underwritten entirely by the swimwear company, the profit-sharing program augments existing hospitalization and medical plans already in operation for the benefit of the five-year-old firm's 110 employees.

Rose Marie Reid Names E. Sachs, Stuart Lottman

LOS ANGELES, Calif. — Mrs. Eva Sachs, former assistant to the advertising manager of Pacific Airmotive Corp., here, has been appointed administrative assistant to Shirley Mc-Williams, advertising and sales promotion manager for Rose Marie Reid.

Stuart Lottman has also

joined the swimwear firm's public relations staff. Lottman was formerly associated with Sears Roebuck and Company in this city.

Yarn Suppliers

Hess Welsh Associates' Telephone Listing Given

Inadvertently the telephone number for Hess Welsh Associates appeared incorrectly in that company's advertisement in last week's issue of the KNITTED OUTERWEAR TIMES.

The correct number is LOngacre 4-3494.

Meiman Forms Spinning And Sales Companies

Sheldon B. Meiman, formerly head of the yarn division of The Glen Raven Mills, has formed two companies, Meiman & Co., Inc., and Meiman Mills, Inc.

Meiman Mills, Inc., will manufacture wool and synthetic yarns on the woolen system at mills in Southern New England. Meiman & Co., Inc., will act as sales agents for Meiman Mills, Inc., as well as for Airedale Worsted Mills, Inc., of Stony Point, N. C. and Boston, Mass.

Mr. Meiman was recently named Airedale's vice president and sales director. Airedale produces worsted yarns and Turbo-Processed Orlon yarns for the knitting and weaving trades.

Headquarters of Meiman & Company, Inc., and Mr. Meiman will be at 112 West 34th Street, New York City.

Retailing

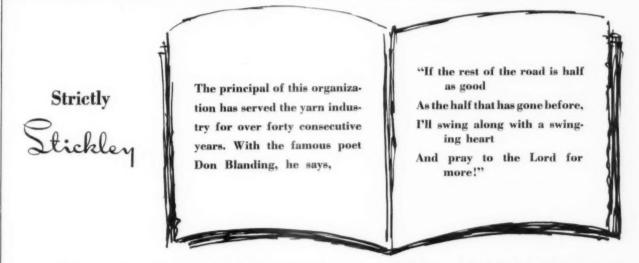
Self Selection Aim Of New Sweater Dept.

SYRACUSE, N. Y.—Complete renovation of the second floor sportswear department at E. W. Edwards & Son has resulted in a more "flexible and workable" arrangement for the selling staff, according to Melissa Wirth, buyer, plus one and a half times as much space for display.

Featuring the face-lifting are self-service bins along one side wall for sweaters.

"We find that sweaters are often an impulse item," this buyer said "and the more we can expose the different styles and colors to the customer's attention, the more we sell."

Mrs. Wirth supervises a staff of ten salespeople.



Stickley service eagerly looks forward to 40 more years of serving the knitting trade.

John L. Stickley & Co.

New York Office: 112 West 34th St. OXford 5-4779 Pennsylvania Office: 265 Colket Lane, Wayne Pa. MUrray 8-0300 Charlotte, N. C. Office: 1615 East Blvd.—Tel. CE 190 EDison 3-9253 REPRESENTING

Milwaukee—ask Long Distance for Enterprise 8-1900 Cleveland—ask Operator for Enterprise 9253 Peerless
Duesberg-Bosson
Sauquoit
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Mt. Mitchell
Foremost

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when it comes to Turbo Orlon* IT PAYS TO MAKE IT A FEDERAL CASE

Now in full operation! The newest, most modern knitting yarn plant in the United States producing and shipping the finest

yarns daily to the country's leading sweater and sportswear manufacturers. And, they keep re-ordering case after Federal Case.

FEDERAL SPINNING CORP.

BOX 514, SANFORD, NORTH CAROLINA

SOLE SALES REPRESENTATIVE, BENNETT M. BERMAN ASSOCIATES, 183 MADISON AVENUE, N.Y. 16, N.Y. MUrray Hill 3-9237 IN PENNSYLVANIA: FRANK J. MORRISSEY, 30 WEST LANCASTER AVENUE, ARDMORE, PA., MIDWAY 2-3747

IN NEW ENGLAND, CLEVELAND and PACIFIC COAST: MOHER ASSOCIATES, 44 WASHINGTON STREET, WELLESLEY HILLS 81, MASS. CE. 5-9420

*DuPont's trade-mark for its acrylic fiber

Ladies' & Misses'

Coordinates, Trimmed Sweaters Set Pace At Pacific Coast Travelers Show

LOS ANGELES, Calif. -Although attendance was about the same as last year, ordering was light at the recent Pacific Coast Travelers early spring market week at the Biltmore Hotel. More than 1500 lines were exhibited by 270 representatives at the four-day event. during an unseasonable heat and serious smog attack. Many retailers commented that because of the warm weather so far this fall, they are backed up with fall merchandise and cannot make room for spring merchandise as yet. However, holiday merchandise sold well.

Coordinates, separates and ensembles aroused a good deal of interest and trimmed holiday sweaters did well in several showrooms. Cotton knits, especially with new treatments, sold well in many lines.

In colors, the lilac and purple tones are slated for much retail promotion, with the orange tones — apricot, coral, etc. —

close contenders. Pink and aqua were well received.

Louis Arrow, representing Jernat of Italy, reported excellent acceptance of his mill's all-wool, hand-fashioned line. Retailing at from \$35 to \$75, the dresses were simple and highly-styled with intricate detailing. Coordinates, such as a knit weskit and skirt with matching knit blouse in a lighter weight were popular. Orlon bulkies with hand-made shelling and discreet hand-sewn appliques were also featured with matching skirts.

In the same showroom Jacques Lauffer, of Jacques of California, reported interest in his fur-trimmed cashmere sweaters. Trims included mink, fox, and beaver. The sweaters were silk-and-lace lined. One novelty was a mink-trimmed cashmere fully lined inside and out with lace.

Light gold and violet were the two big colors in the holiday line at Helen Harper. Another proven shade was Sun-Joy, a orange tone. The Helen Harper line features a larger group of coordinates, with skirts, pants, blouses, and vests keyed to the sweater colors. Bulkies are very important in this line. Novelties include jacquards, linen and Zefran and cotton chenille.

Bulkies also sold well at Le Roy Knitwear. The emphasis here was on black and white.

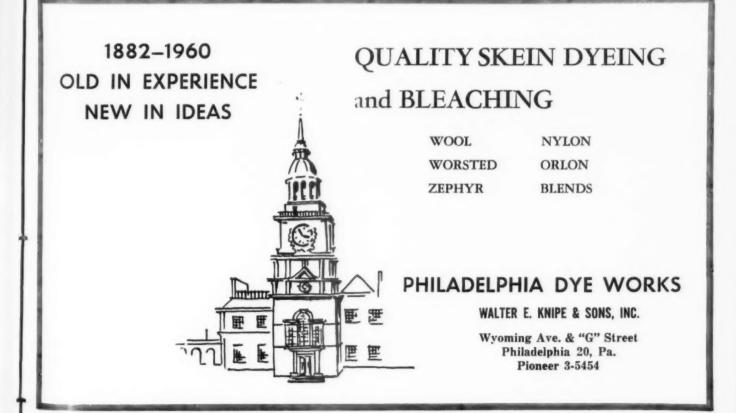
Murray Melner, of Angelli Sportswear, concurs with the trend to the bulky look in sweaters and sportswear, and contends the public is tired of flat knits. Angelli features Italian styling, which is becoming increasingly important. Link-andlink knits are especially underscored in this line. The surprise item of the year, according to Melner, is the ski sweater. Other top items in this line include a hooded sweater, a short sweater-coat, a double-collar sweater with drop-stitch detailing on the collar, as well as vests, pullovers and cardigans.

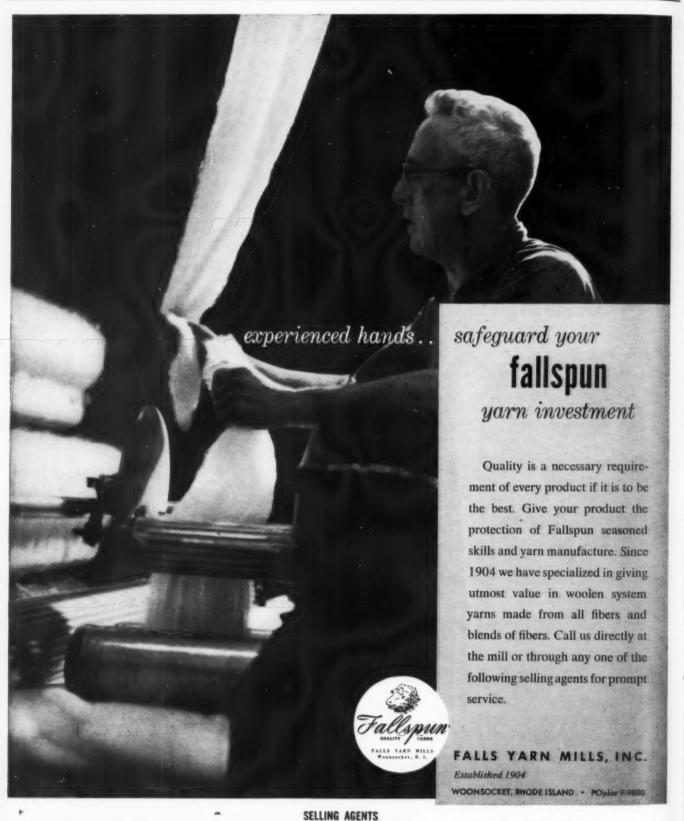
In knit dresses, Irene Dunham of Snyderknit reports the hottest items in the line are the new Orlon-linen numbers. This range includes a permanently-pleated dress with a wide self-belt. The new California - weight chiffon wool boucle knits were also expected to be very popular. As is usual at Snyder, black, white, navy blue, beige and pastels were top selling colors, but a new deep red has provided much interest, Mrs. Dunham says.

Increased interest in cotton knits was reported at such showrooms as Caper-Mates, where representative Herb Schwartz noted that the new cotton boucle knits were most popular in such colors as lilac, cantaloupe (orange), green, and corn (gold). Capris, Jamaicas, and shorts were shown, and coordinating tops included sweater styles. tunics, and collared knit blouses. A volume-priced line, styles included many horizontal, vertical and mitred stripes, and small prints.

In the same showroom, Marko Swimwear promoted cotton knit suits, Orlon and Helanca knits. All are one-piece numbers with low backs and back detailing. Most popular single item for Marko, however, was a Helanca stretch knit

(Continued on Page 19)





Stanley Porter, New York City
C. L. Miller & Sons, Utica, N. Y.

ity · Pfizenmaier & Kirkland Co., Boston, Mass. · W. J. Miller, Philadelphia, Penna. · Anthony, Cheatham & James Yarns, Inc., Burlington, N. C. · D. F. Swain Co., Chicago, III.

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pant in a variety of solid colors and in prints and multi-colored

stripes. Not many swimwear lines were available or busy at this market, although Tobi of California reported some volume with their resort and cruise type styles, a relatively new innovation with the firm. The two feature the same styling seen in their boucle knit jeweled sweaters; in other words, cut-out effects, embroidery, jeweling, draping and jeweled lacy appliques.

Gernreich's Line Features Jersey

LOS ANGELES, Calif. — Rudi Gernreich, prominent West Coast designer of knit sportswear, has gone into his own business, G. R. Designs, with a line of dresses, travel suits and ensembles.

Matte jersey plays a vital part in the first line shown by the new firm, fashioned in simple, fluid-lined dresses. One is brought up high in front but plunges to a deep, open U-back, and features a half-belt in front. Another, with an elasticized waistline, is highlighted by a softly draped bodice and a deep cowl in the back which converts into a hood if desired.

Pink and Orange

Brilliant splashes of pink and orange matte jersey are seen in a simple basic style with an attached overblouse; and another slim, slightly fitted dress is notable for the matching leather trim on the neckline and armholes.

A travel ensemble consists of a natural matte jersey tank dress with elasticized waistband, teamed with grey flannel skirt and jacket. The dress can be worn alone or serve as blouse and skirt with the flannel coordinates

Infants' & Children's

Knit Sales Rise At Southern Show

MIAMI, Fla.—Increased demand for knits was confirmed by almost every exhibitor at the spring showing of the Southern Mart, Infants and Children's Wear Exhibitors, held Nov. 27-28 at the McAllister Hotel, here.

Helanca swimsuits, as well as

Orlon and cotton knits in subteens (7-14) were shown. Boys' knit trunks in Helanca and rayon blends in the modified John L. Sullivan type also sold well, especially in olive and gold.

Bulkies apparently from sales results, are still the rage in boys', girls' and even toddler size sweaters.

The Latin American trade leans toward Tycora and Banlon, rather than to Orlons and bulkies, according to sales slips at the show.

Knit Shirts

Knit polo shirts for boys moved briskly in the boat neck-line, poncho tails and tapered, push-up sleeves. Stripes, both vertical and horizontal, many with side vents, were also important items in the knit polo shirts. Best colors in these shirts are blue, willow, gold and sand.

Little boy styles and even toddler sizes followed big boy styles in styling and in color. Some interest was shown in identical brother-sister knitted apparel, and one exhibitor reported pullovers for boys and girls especially strong this year, while customers of another line seemed to prefer cardigans. All exhibitors stressed the importance of styling in knitwear.

Blazers For Boys

Knit blazers for little boys are a good item, and considerable interest is being shown, one exhibitor stated, in the pre-teen swim suit with Pellon bra. This suit, a knit combination of cotton, nylon, rubber and Orlon in colors that run the gamut of shocking pink, lilac, purple, turquoise and yellow.

Personals

Named To NAM Group

PORTLAND, Ore.—George D. Ruby, secretary and general counsel of Jantzen, Inc., has been named a member of the National Association of Manufacturers' conservation and management of national resources committee.

Schwartz Back At Desk

David I. Schwartz, Sportknit Sales Co., who spent four months in the hospital after a heart attack, has recovered and returned to work.

THE RIGHT MACHINE FOR THE JOB!



HIGH SPEED - CUP FEED

STYLE 41300X

Top quality seaming at high rates of production is THE BIG ADVANTAGE offered by Union Special's new Style 41300 X sweater machine! Designed and built especially for seaming or closing light and medium weight full-fashioned sweaters, this single thread, cup feed seamer eliminates the tedious, time-consuming handling required with looping machines or flat bed sewing machines. Style 41300 X gives you everything you want for the job: smooth, flat seams, perfect stitch structure, every handling convenience, high speed operation. Let us give you complete information. UNION SPECIAL MACHINE CO., 405 N. Franklin Street, Chicago 10, Illinois.

Union Special



Meinhard is quick to detect cracks and leaks in any of your customers' financial structure. And we're just as quick to patch up the leaks so your flow of business proceeds smoothly, without loss or interruption. With Meinhard's resources, you can pour out lots of meinhard WESTERN INC. credit. Equally important, you can do it with safety.

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Charles A. Trowbridge, men's division vice-president of Catalina, Inc., proudly views award winning styles as John Norman, internationally known designer of Catalina's Men's and Boys' swimwear and sweaters, holds plaque presented on the basis of the best original and most outstanding designs in wimwear, at the MAGIC Palm Springs Roundup. Father and son models wear the award-winning Color Guard styles of striped cotton knit.

Sewing

Union Special Adopts New Trademark

CHICAGO, Ill.—Union Special Machine Company, manufacturers of industrial sewing machines, is marking its 80th Anniversary with a new trademark which, according to the company, will "empower the fineness of quality in the equipment it builds."

The new Union Special trademark uses the initial letters of the firm name in a distinctive design. It will be used for identification on machines, accessories, and elsewhere in conjunction with the company name.

William S. North, Union Special president, recently unveiled and presented the new trademark to the company's employees in a personal message in which he attributed the company's growth and position in the industry "to world-wide recognition of quality and dependability in Union Special Machines."

Union Special Machine Company has manufacturing operations at three world locations, has its own branch offices at twelve different centers, and has representation in some sixty different nations, in addition to coverage by its own salesmen in seventy-five areas in the United States and Canada. Lines man-

ufactured include Union Special, Lewis and Columbia sewing machines, for use throughout the entire field of industrial sewing.

Executive Changes Made By Singer

Singer Sewing Machine Company has announced the following executive office changes in the industrial sales department:

Culver H. Griffin, manager of market research, has been promoted to the newly created position of manager of marketing services. His broadened responsibilities include supervision of advertising and sales promotion, product application and technical service, pricing, market research and expediting and the technical library.

G. C. Dickson, manager of technical service, has been transferred to the New York district office as sales supervisor, a newly created position.

A. W. Dumais, manager of product application, has been named manager of the newly combined product application and technical service departments,

A. L. Menges has been transferred from the sales training department to take charge of purchasing for the industrial sales department.

R. M. Kernan, executive as-(Continued on Page 23)



Just a few socks to knit? Then it's more important than ever to have just the right yarn for your purpose. <u>Call or wire</u> Stevens. At Stevens the same knowledge and engineering skill go into every order for yarns of natural fibers and fibers of science . . . the same consideration, the same service.

So if you have a little fine knitting to tend to, or a few thousand important yards to weave, and you want them to be the best there is, and fast...

Order Stevens CUSTOM-SPUNTM yarns now.

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Fabrics and garments which carry these trademarks must pass rigid quality and performance tests.

For further information, contact your source of supply or write Everglaze' Marketing Division, P. O. Box 189, Wilmington 99,

Quality Control Program

For your protection, all fabrics and garments which carry the famous "Ban-Lon" trademark must undergo and pass rigid tests for quality and performance

Skilled Technical Staff

Technical help from the Bancroft Company and its licensees is readily available to give you assistance and advice in carrying out your "Ban-Lon" program

Nation-Wide Marketing Program

Trained marketing personnel visit stores throughout the country regularly to acquaint merchandise managers, buyers, and sales personnel with the unique advantages of "Ban-Lon" fabrics and fashions, as well as with the latest developments

Unique "Ban-Lon" **Properties**

The permanent crimp in the "Textralized" yarn assures:

- · soft, luxurious hand
- excellent stability
- resistance topilling, wrinkling
 - · remarkable absorbency
 - · sharp, bright colors
- added bulk with less weight

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E Broad St., dge 9-3770

"Everglaze" Marketing Division, Wilmington, Delaware, supervises the international merchandising of products approved to carry the Joseph Bancroft & Sons Co. trademarks "Ban-Lon" and/or "Everglaze"

Delaware.

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sistant, has been put in charge of sales training.

Mr. Griffin joined the firm in 1935. He was named manager of market research in 1955.

High-Pile Fabrics

Report Good Reaction To Acrilan Pile Fabric

Pile fabrics of Acrilan acrylic and solution-dyed Acrilan-Spectran are being well received in the men's and children's apparel markets, according to The Chemstrand Corporation.

According to the company, nine out of 10 people visiting Glenoit Mills' Exhibit at the NOSA Show sampled the new Acrilan pile fabrics and a number of substantial orders were booked on the spot.

Buyers are particularly interested, the company said, in the fabric's luster, resilience, as well as its unique construction offering a 3/8 inch high and full 21 ounce pile. In addition, the Acrilan fabric's fuller hand and over is also of prime importance, Chemstrand pointed out.

The new fabrics are being made by Glenoit in 23 different shades utilizing Acrilan-Spec-

tran as well as Chemstrand's regular acrylic fiber. It was also made known that Glenoit is making the fabric in a heavier version for shells and in a still heavier fabric for collar cloth applications.

Chemstrand is currently producing its Acrilan-Spectran solution-dyed fiber in nine colors.

Factoring

Placing of Notes Expands Lending

Placement of additional capital notes by Mill Factors Corp., commercial finance and factoring concern, has brought its total of such notes to \$1,000,000 Walter D. Yankauer, president, announced.

The private placement brings Mill Factors capital funds to approximately \$8,000,000, an all-time high in the publicly-owned company's 50-year history, Mr. Yangauer said. Total resources has now reached approximately \$40,000,000, he stated.

"The new financing," Mr. Yankauer observed, "places Mill Factors in a strategic position at a period when the nation's economic barometer is likely to

swing upwards."

This latest and constructive step in the firm's expansion will serve to accomodate wider demands for its commercial finance and factoring services.

Gov't Procurement

Military Agency To Buy 59,000 Men's Sweaters

PHILADELPHIA, Pa. — The Military Clothing and Textile Supply Agency plans to procure soon approximately 59,000 men's dark blue sweaters.

Deliveries are tentatively scheduled for June, 1961 to December, 1961. Specifications will be included in the invitation. The procurement is being handled by the Agency, Philadelphia Quartermaster Center, U. S. Army, 2800 S. 20th Street, Philadelphia 1, Pa., Attention: Purchasing Division, Textile Branch.

Glove Insert Contracts

PHILADELPHIA, Pa.—The Military Clothing and Textile Supply Agency has made four awards under QM-310 covering wool glove inserts, olive green, to Clydebank Knitting Co.,

Inc., Fort Plain, N. Y., 120,000 pairs at \$.779-.829; Gelmart Knitting Mills, Yonkers, N. Y., 100,000 at \$.8150-.8275; Gloversville-Continental Mills, Gloversville, N. Y., 20,000 at .789; and York Gloves, Inc., Yonkers, N. Y., 133,660 at .81-.83.

Manchester Knit Fashions Gets Contract For Jerseys

PHILADELPHIA, Pa.—The Military Clothing and Textile Supply Agency has made an award under QM-322 for flight deck crew jerseys, lightweight, type II, with round neck to: Manchester (N.H.) Knitted Fashions, Div. of E. C. M. Corp., for 18,732 at \$1.121-7.713. Bids opened November 10.

Rayon

Retail Convention To See Avisco Musical On Fibers

A musical on fabrics made from Avisco rayon fibers will be shown January 10, by American Viscose Corporation to the National Retail Merchants Association convention at the Hotel Statler. The show "Fantasy in Fibers," is designed to inform (Continued on Page 25)



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retailer of the sales features of such new fibers as Avril, Avlin and Avron. It will be introduced by George L. Storm, vice president of sales of American Viscose's fibers division.

The firm will also be represented at the convention with an exhibit of rayon fibers, space 101 and 109.

Both American Viscose and the NRMA are celebrating golden anniversaries.

Knitwear Abroad

Borg Establishes English Company

WHITSTABLE, England — Following the limited yet immediately successful introduction of imported Borg knitted products into this market, the company has set up in Britain a new subsidiary, Amphenol-Borg Ltd. Production recently started up in a modern plant, occupying 50,000 square feet of floor space, just outside this Kent town. The II acre site allows for the eventual expansion of the factory up to five times its present size.

On modified Wildman sliver machines, and with specially adapted finishing equipment (including two shearing units brought over from the U.S.), the company has started to produce a wide range of high quality, knitted pile carpeting and rugs, upholstery fabrics, coat fabrics, baby carriage and cot rugs, and various knitted industrial cloths such as buffer fabrics and paint roller covers. At the moment ten Wildman units have been installed but this number is soon to be doubled. On rugs alone, the current capacity of the plant is several thousand a week.

Two types of high pile rugs are being produced. One has an Acrilan/Verel pile; the other a Dynel pile. Fabrics are being supplied to a leading British coat stylists. Borg does not appreciate the term "simulated-fur" being used to describe their apparel fabrics. We are marketing our fabrics as a new concept in fashion cloths, says one spokesman of the company. Nevertheless, such well-known British firms as Alfred Morris, long associated with the fur and simulated fur

trade, are Borg customers.

At the moment most of the fibers used are imported from the U.S.; fibers like Orlon, Dynel and Verel. Acrilan, which is produced by Chemstrand Ltd., in Ireland, is also much used. Eventually, the company says, it is hoped that British produced fibers of the same types will be used in place of the American counterparts. Some quantities of wool are used, blended with nylon, in the knitted carpeting.

The new factory has been laid out on what is a strictly logical flow-of-production basis. Imported fiber is colored by British commission dyers, but once it arrives at the factory it goes into the plant at one end and comes out at the other in a finished item. First stage in the manufacturing cycle is blending, followed by carding. The sliver is fed into the modified Wildman machines via subsidiary carding machines grouped around the knitting units.

According to H. W. de-Vitt, American manager of the new British plant, each of the ten-gauge Wildman machines has seven hundred needles. These needles have been designed by Mr. deVitt to give high performance and strength. This feature of the machines, with others which are being kept secret, help to impart improved standardization of construction and less stoppages in production.

Finishing processes are again shrouded in secrecy. But it is certain that the gloss which is such a feature of the Borg rugs is imparted by an electrification process. Rugs are produced in over a dozen plain colors; coattings in muted shades such as browns, grays and charcoal.

Economic Index

Men's Sweater Shipments In September Ahead

WASHINGTON, D. C. — Average weekly shipments of men's sweaters in September rose 14 per cent above shipments in the previous month. The September figure, however, was 19 per cent under the corresponding month in 1959.

The Bureau of Census re-(Continued on Page 26)



You can tell an Aldon yarn by its happy blending!

Aldon

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combs the world for new and exciting ideas—translates them into distinguished wool-spun yarns of exceptional beauty and quality for news-making fabrics and fashions.

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ported September, 1960, weekly average shipments of men's sweaters at 87,000 dozen as compared with 10,000 in September, 1960, and 76,000 in October, 1969.

Specialty Fibers

Spinning Mill For Shetland Isle Wool Planned

GLASGOW, Scotland (Scottish Amalgamated Trade News Agency) - A move has now been made in Shetland to initiate a spinning mill project at Lerwick to handle the entire Shetland wool production. At present Shetland wool is processed on the mainland at a number of mills and Shetland knitwear is produced at mainland knitting mills using the wool produced in the islands. It has been a matter of anxiety to the Shetlanders for long enough that their own exclusive wool should be used by mills outside the islands and the advantages of Shetland qualities be given to other areas. The failure to establish a mill on the site of production is the root cause of that situation and by establishing such a mill, the fuller advantages of Shetland wool qualities would be ensured for the natives of the area. It would also provide additional work for the islanders and so help the economy of this remote area which suffers, as do all the isolated centers, from distance from the main population markets.

The Scottish Development and Industry Council has been assisting the Shetlanders to assess the prospects and the cost and under their leadership a new company has now been formed under the name of Shetland Wool Mill Ltd. It is being guided by four directors all well known in the Shetland trade, Messrs. A. D. Bennett, A. Irvine, W. D. Johnson, and J. Tulloch. They propose a £200-000 spinning mill, with modern plant and ancillary facilities, at Lerwick, to handle the 200,000 lb. wool clip from Shetland sheep each year. This would mean in practice that the entire wool clip from the islands would be absorbed by the local mill. Considerable local support has been offered and much of the money for the plan will be raised

locally. Government support is also proposed.

Full specifications and con. ings of a spinning mill were provided by the Scottish Council which sent John A. Donachy to the islands about a year ago, to begin the organization work Border firms cooperated in providing this data. The advantage arising from the development of such a mill would be that the yarn so produced would be the only genuine Shetland yam available, from Shetland sources. It is possible that established spinning mills in other parts of Scotland will be invited to share in the development, under conditions. They would be able to provide valuable technical and managerial assistance. In return they would have access to supplies of genuine Shetland wool, spun in Shetland and with the obvious fashion-importance which would ensue.

The plan is to be carried a stage further at meetings to be held in Lerwick in the near future.

Shetland garments have had a considerable vogue in the export trade and particularly in North America; the peculiar qualities of warmth and lightness make Shetland yarns suitable for high quality fashion knitwear and demand for such garments has been expanding.

Nylon

Chemstrand Adds Light Resistant Factor To Nylon

The Chemstrand Corporation announced the introduction of a light-resistant factor for all Chemstrand nylon fibers including Cadon nylon multilobal yarn and Cumuloft nylon, continuous filament textured yarn. The new R-factor included during yarn manufacturing, according to the company, substantially increases the resistance of the nylon yarns to degradation caused by sunlight or fluorescent light.

Chemstrand noted that after thirty days exposure, the light-resistant type Chemstrand nylon lost only four per cent of its strength and two per cent of its elongation, whereas the older type yarn lost 35 per cent of its strength and 54 per cent of its elongation. The new R-factor,

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the company stated, is particularly important in plants where packages remain in creels for two weeks or longer, with standby packages in creels for from two to four weeks as is the case in many texturing, hosiery and other types of textile operations. These findings are confirmed by reports coming in from the trade, Chemstrand also revealed, where its R-factor nylon fibers have been used commercially

Don Campbell To Head Amer. Enka Sales Office

for several months now.

ENKA, N. C. — Donald Campbell has been appointed manager of American Enka Corporation's Providence, R. I. district sales office. He succeeds James C. Scott who is retiring under the company's retirement plan.

Mr. Campbell, who has been serving as assistant sales manager, will be in charge of sales in the six New England states. He will be assisted in sales activities by Wiley T. Rankin and Lionel King.

Mr. Scott plans to remain active in the trade and will open his own firm, Scott Yarns in Providence. He will represent various mills in a sales capacity.



A double-knit jersey two-piece dress, detailed for fashion collar and deep three-button collar, is further characterized by its self-belt and trunk lines.



Screen printing decorates this textured nylon sweater.



Large Argyle blocks design the front of this casual cardigan.



An allover argyle pattern appears in this cotton knit lounging set.

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Dyed in Multishades for Special Effects

On Cones Ready to Knit in Both Regular and Heavy Deniers



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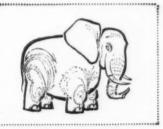
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TENNESSEE: JOSEPH S. PERSINGER, Lookout Mountain, Taylor 1-2170
CHICAGO: GEORGE W. VENESS, 222 West Adams St., STate 2-8962

KNITTING, TEXTILE PATENTS

NEW KNITTING MACHINE STITCH CONTROL—A new method of stitch control for knitting machines invented by Horace Leslie Curtis, Gilford, New Hampshire, has been granted U. S. Patent No. 2,960,853, which the inventor has assigned to Scott & Williams, Inc., Laconia, N. H.

The new patent covers stitch control means for a knitting machine having a needle cylinder, needles mounted therein, elements cooperating with the needles for the formation of stitches and cams for effecting needle movements. Means are provided for sensing the size of stitches produced. A cylinder raising tube, operating inde-pendently of the sensing means, imparts vertical movements to the tube. Interposed between the cylinder and the tube and responsive to the sensing element are means for imparting additional vertical movements to the cylinder concurrently with operation of the independently operating means.

KNITTING MACHINE INVENT-ED BY AUSTRIAN GRANTED PAT-ENT—A knitting machine invented by Franz Eberl of Upper Austria, Austria, has been granted U. S. Patent No. 2,960,-854.

The new knitting machine comprises two needle beds angularly arranged opposite each other, with two rows of longitudinally movable parallel latch needles, each having a butt end and a hook end. The two rows of latch needles define right angles with each other. Each of the rows is arranged in one of the needle beds. Two carriages, each movable over one of the beds transversely to the direction of movement of the needles, and needle cams carried by each of the carriages are adapted to engage the butt ends for successively reciprocating the needles as the carriages move over the beds. Two rows of sinkers are arranged parallel to each other for activation of a respective row of needles, each sinker being movably arranged between two adjacent needles

of the respective row and guided for a reciprocating movement in a plane enclosing an acute angle with the reciprocat. ing latch needles. Each sinker has a thread-engaging edge adapted to hold a thread pulled by the hook end of one of the adjacent needles as they are moved in the direction towards the butt ends whereby loops are formed. The sinkers are so formed that above their threadengaging edge there is a laterally extending tip adapted to pull down the thread when it passes between alternate rows of latch needles.

NEW RESIN PROCESS PATENTED TO PREVENT SHRINKAGE AND FELTING OF WOOL—A new process of treating wool fabrics to prevent shrinking and felting invented by John D. Floyd, Wilmington, Delaware, has been granted U. S. Patent No. 2,961,347, and assigned by the inventor to Hercules Powder Company, Wilmington.

The new process consists of treating the fabric with O.5 per cent to about 10 per cent by weight, based on the weight of the fabric, of a cationic watersoluble thermosetting resin. The resin is obtained by reacting a polyalkylene polyamine having two primary amine groups and at least one secondary amine group with a C3-C10 saturated aliphatic dicarboxylic acid in a mole ratio of from about 0.8 to about 1.4 of the former to about 10 of the latter to form a long - chain polyamide having secondary amine groups. The polyamide is then reacted with epichlorohydrin in a mole ratio of epichlorohydrin to secondary amine groups of the polyamide of from about 0.5:1 to about 1.8:1. The treated fabric is then heated at a temperature from about 40 degrees to about 150 degrees Centigrade to cure the resin.

NEW APPARATUS FOR CRIMPING TEXTILE FIBERS—New apparatus for treating textile fibers, invented by Carl J. Russo, Newark, New Jersey, Alexander L. (Continued on Next Page)

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Trifunovic, Wilmington, Delaware, and Henry A. Sinski, Clifton Heights, Pennsylvania, has been granted U. S. Patent No. 2,960,729. The inventors have assigned the patent to Joseph Bancroft & Sons Company.

Stuffer Crimper

The new apparatus comprises a stuffer crimper having a bore forming an elongated crimping chamber with an entrance end and a discharge end. A pair of feed rolls are positioned to feed fibers for crimping into the chamber against the pressure of a mass of crimped fibers in the chamber and to exert pressure to advance the fibers to the discharge end. The discharge end has an opening substantially coextensive with the bore and adapted to discharge the mass of crimped fibers in the form of a continuous ribbon whose cross section conforms substantially to that of the bore. A flexible support tape is positioned to receive the ribbon as discharged and means are provided to advance the tape with the ribbon. The ribbon is wrapped in successive convolutions in the form of a helical winding with the tape interposed between adjacent convolutions of the ribbon to maintain separation between them.

CRIMPING APPARATUS — A crimping apparatus invented by Ewart H. Shattuck, Wilmington, Delaware, has been granted U. S. Patent No. 2,960,730, and assigned to Joseph Bancroft & Sons Company.

The apparatus imparts an artificial crimp to textile filaments and consists of a crimping and setting chamber adapted to contain a mass of crimped filaments. A feed roll feeds the filaments into one end of the chamber against the mass of crimped filaments therein. Pressure is exerted to cause the mass to advance through the chamber and a closure at the other end of the chamber prevents discharge of the mass. A take-up withdraws the crimped filament under tension in filament form from the other end of the chamber. Drive means are provided for the feed roll and a constant torque member interconnecting the drive means and the feed roll limits the pressure on the mass to the torque characterisNew METHOD PATENTED FOR PRODUCING CRIMPED TOW—A new method for producing a crimped tow invented by Mario Sonnino, Stamford, Connecticut, has been granted U. S. Patent No. 2,960,/52, which has been assigned by the inventor to American Cyanamid Company, New York City.

In this new continuous method for producing a crimped tow of polyacrylonitrite filamentary material, the improvement in the process consists of continuously feeding a tow of filamentary material under substantially uniform tension to the feed-in end of a crimping zone. The tow being fed is wetted with an aqueous fluid comprising mainly water that was applied after the tow previously had been dried, the water content of the wetted tow being not less than about 100 per cent, by weight, based on the weight of the bone-dry tow, and both the tow and the aqueous fluid being at a temperature of from about 155 degrees to about 205 degrees Fahrenheit. The heated and wetted tow is continuously crimped while within this temperature range. The crimped. hot tow, while in a relaxed state, is continuously passed to a separate cooling zone which contains a cold, fluid medium. Still in a relaxed state, the crimped, hot tow is continuously passed through the cooling zone where it is cooled to a temperature below 120 degrees



A bulky knit sweater for boys has bold horizontal striping on the body and sleeves, a striped modified shawl collar and straight cuffless sleeves. It is designed for rugged wear.

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are now available from stocks carried in your nearest Torrington District Office. For prompt, dependable service, CALL

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We didn't design this full-fashion fully automatic outerwear machine with the word unbelievable in mind. But that's the way it's turned out with the result we can't adequately describe its superlative features. What we're going to have to do then is simply say to you — see it!

See the fastest thing on a knitting room floor. See the exclusive styling features for producing the finest in outer-wear fabrics and fibers.

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INDUSTRY'S BOOK SHELF

MANAGERIAL PER-FORMANCE STANDARDS. An AMA Handbook, By Virgil K. Rowland. Published by the American Management Association, New York City, 192 pages, clothbinding, \$5.25, AMA members \$3.50.

This book is the fourth in the AMA Handbook series on the basic skills and tools of management. It deals with a challenging concept: setting standards for executive performance, and focuses on the dynamic relationship between a manager and his subordinates-between a manager and his superior. According to the author, "man-toboss" is the weakest link in our chain of communications. When it is strengthened, there is tangible improvement in performance and employee relations. How this link can be strengthened is the subject of this book.

The goal is better management, not good human relations for its own sake. Management is measured in many ways. One way is by the establishment of standards. Most executives accept standards for cost, quality, and production because they work: they define goals, prevent misunderstanding, and permit realistic judgments.

Standards can also be applied, says Mr. Rowland, to the one crucial factor in any company—executive performance.

This Handbook describes a technique for setting these standards. The author shows how and superior and subordinate work together to set standards through group discussions and private interviews. This process provides an additional benefit—it clarifies and improves the relationship between manager and boss.

To show how the process works, "Managerial Performance Standards" provides a step-by-step plan. Actual transcripts of standard-setting sessions are analyzed. Every level of management—first-line, middle, and top — is discussed, and specimens of completed standards are given.

Virgil K. Rowland is an expert in the field of management development. Assistant to the president of The Detroit Edison Company, he is also an AMA Fellow in executive development. He received an AMA award for his extraordinary and continuing contributions to the philosophy of management, and the Detroit Edison's Alex Dow Award for furthering improved managerial performance within the company.

He has lectured before many professional and university groups here and abroad, and has assisted government agencies with their management development problems.

Wool

Executive Tells Why 63-Year-Old Plant Closed

PORTLAND, Ore.—Some of the reasons for the recently announced suspension of manufacturing by the 63-year-old Portland Woolen Mills were given by Charles H. Carter, Jr., president, in an interview in the Oregon Journal. Suspension is expected in December, after remaining orders are filled.

The factors cited were:

1. An unfavorable labor situation. Mr. Carter said the average cost per manhour in the industry, including both union and non-union plants, is about \$1.75. Many competing plants in the East and South average \$1.40, \$1.45 and \$1.50. The average at the Portland plant is \$2.071/2.

2. Increased foreign competition. He said Japan now has become the leading exporter of wool and worsted fabrics to the U. S., displacing Great Britain, and that textile workers in Japan receive about 15 cents an hour. Italy also has increased its exports.

3. "Synthetic fibers that have made heavy inroads on wool textiles."

I. J. Horstmann Re-elected Phila. Wool Ass'n Head

PHILADELPHIA, Pa.—I. J. Horstmann, 2nd, I. J. Horstmann & Sons, has been re-elected president of the Philadelphia Wool and Textile Association for his fourth consecutive term.

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R. A. Ward President Of Portland Trade Ass'n

PORTLAND, Ore. — R.A. Ward, general manager and vice president of Pacific Wool Growers, has been elected president of the Portland Wool Trade Association. He said Portland is taking its place among the great wool centers of the world.

Other new officers include Harry Jackson of Blue Mountain Hide, Wool & Fur Co., vice-president, and J. H. Walters, Pendleton Woolen Mills, secretary-treasurer.

The directors are C. M. Bishop, Pendleton Woolen Mills; D. H. Bishop, Pendleton's Washougal, Wash., branch; M. D. Fell, Columbia Scouring Mills; Jack Gibson, Blue Mountain Hide, Wool & Fur Co.; George Sullivan, Bissinger & Co.; W. Snyder, Oregon Wollen Mills; Tom Bishop, Oregon Worsted Co.; Bruce Arnold, Pacific Wool Growers; John W. Etzel, Paris Woolen Mills; Harold Russell,

Portland Hide & Wool Co.; J. D. Stanfield, J. D. Stanfield Co.; Jerry Herberger, Northwest Livestock Production Credit Association.

Yarn Processing

Roberts Co. To Build New And Larger Plant

Roberts Company, textile machinery manufacturer of Sanford, N. C., is completing engineering studies for its new and consolidated plant and offices to be built on a 54 acre site owned by the company in Sanford.

Roberts' facilities at present, are located in seven buildings all in Sanford.

Personals

Milton Greener 18 Years With J. Burlock Co.

Milton Greener, general manager of J. Burlock Co., New York City, leading ribbon resource, is celebrating his 18th year with the firm.



sew-thru and shank buttons
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1—33" Philips, between 17 and 18 cut WE WANT TO SELL

1—TAI, 13¼ cut, complete, in running condition
Please call: NEvins 8-2237

FOR IMMEDIATE SALE

Complete Knitting Mill Now In Operation

- 2—18" Supreme, 7 cut with pattern wheels, elec. stop motion.
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- 1—30" Stafford & Holt pineapple, 7½ cut, with separation.
- 2-8" Wildman ribbers, 6 feed.
- 4-7 cut flat machines, full automatic.

Brush machine, calender, f.a. boiler, 24" x 60" press, spreading machine, 20 unit American Safety plant, complete sewing and finishing equipment.

Will sell as complete unit or separately. Call:

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OFFER US YOUR SURPLUS MACHINERY & EQUIPMENT HIGHEST PRICES PAID

- 2-141/2 cut, 30", 32 feed Philip Interlock machines
- 1—15½ cut, 30", 32 feed Philip Interlock machine
- 1-19 cut, 30", 32 feed Philip Interlock machine
- 4—TA, body size 14", 15", 16", 17", 4 feed, 4 color yarn changers, individual drives, 10 cut machines
- 2-30", 8 cut TA 6 feed, 2 color yarn changer machines
- 2-30", 9 cut TA 6 feed, 2 color yarn changer machines
- 1-16 cut TAI, 30", 12 feed complete with stripers
- 3-13 cut TAI, 12 feed, 30" jog system machine
- 3—Universal Supramat SF, 10, 12, 14 cut
- 2—7 cut, 74" double jack Queens machines, selective racks for cables
- 2—7 cut, 88" double jack Queens machines, selective racks for cables
- 1-10 cut double head Lamb border machine
- 1-10 cut single head Lamb border machine
- 1-Jacquard GW, 28", 10 cut, 24 feed complete with wheels
- 1-8 cut, 28", 4 feed, 4 color Model TJ, like new

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Reading Full-Fashion machines, 21 or 24 gauge, 311/2" needle beds with lace attachments.

BOX 500B

PLANT FOR SALE

Consisting of 9 LH machines, 7 and 8 cut, plus flat bulky machines. 13,000 sq. ft. Additional space optional. Brooklyn location.

Or completely equipped loft without knitting machines.

Terms considered.

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FOR SALE

1-54" Kastrinsky calendar with top and bottom steam boxes. folding attachment and back steam table. Presently in use.

Call UNION 7-7110 (N. J.) or write BOX 500A

FULL FASHIONED MACHINES WANTED

1-body machine with full lace and intarsia 1-sleever Cash transaction

BOX 502

WANTED

Cylinder and dial, 101/2 and 111/4 Leighton Brass Ringer, 6, 61/2 or 7 cut

BOX 507

WANTED - KNITTING MACHINES

Full Fashioned — 21 gauge. VARGEO, INC. N.J. — UNION 5-2600 N.Y. — LOngacre 4-1375 Ask for Mr. Miller

AUCTION SALE RE: B & G KNITTING MILLS, INC. MAC M. ROTHKOPF) **AUCTIONEERS** GENE A. ROTHKOPF

will sell at PUBLIC AUCTION Wednesday December 21st, 1960 at 11 A.M. at 540 Bushwick Ave. (near Flushing Ave.), Brooklyn, N. Y.

KNITTING MACHINERY

2—Ordnance machines, OTA, 30", 13½ cut, 12 feed stripers
1—Ordnance Machine, OTA, 30", 13 cut, 12 feed stripers
1—Stafford & Holt machine, Rotary Jac. 30", 7 cut, 6 feed striper

1-Supreme F. A. 40", 10 cut, 4 bar

1—1 & W, F. A. 24", 8 cut, 3 bar 1—Grosser F. A. 30", 8 Ga. 3 bar 2-Lamb & Ainslie Border machines 2-String Machines

SEWING MACHINERY

5-Merrows A-3DW-1 4-Singers, 251-2 & 245-12

2-Mock Fashion 88 KSL 1-Adamson Button Sewer

1-Union Special 11900 - DIFF.

-Singer 400W107

1--Singer Buttonhole 71-52

3-14 Pt. Model P Loopers

1-12 Pt. Model P Looper

2-Looping Tables with Maters

1-24 x 48 Steam Table & Boiler

2—Eastman 5" Class 155 Cutting Machines

1—Eastman 6" Lightning Cutting Machine

2-24 x 48 Steam Tables with Devices att.

1-7 Pt. Solco Looper

1-Union Special 12100K

1-Singer 240 W 4 Stand & Motor

1-Adamson Button sewer, Stand & Motor

1-Chandler Button Sewer Stand & Motor

1-GLOMARKER & 3 Lumps

12-Power Tables, with Ind. SINGER 1/2 HP. Clutch Motors

MISCELLANEOUS

1-STEIN YARN PULLER

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For Further Information, call HYacinth 7-1486 317 Bushwick Ave

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COMPLETE KNITTING MILL

Widow of Fashion Art Knitting Mills desires to sell entire knitting mill consisting of 14 Jacquard, 7 and 8 gauge machines set up with cards for 2 and 3 color men's, ladies' and boys' Jacquard sweaters. The plant is complete with brushing, cutting, sewing, pressing equipment. All sewing and auxiliary machines are in excellent running condition. Reasonably priced.

Call Dickens 2-6050

FOR SALE OR LEASE

Completely Equipped Knitting Plant in Los Angeles Textile District

Excellent location for labor and transportation. Plant is ready for immediate production, complete with five knitting machines, including 3 Jacquards, cutting & pressing tables, sewing machines.

Call MAdison 7-5581 (L.A.) or write P.O. Box 21155, L.A. 21, Calif.

- 2-Roby, 96", 7 cut, double jack flat L. & L. mach., excellent condition, working cable stitch

- 1—Philip Mach., 32 feed, 30", 14½ cut 1—S&W Philip, 32 feed, 18½ cut, 30" 4—Phila. Jacq. TAI, 8¾, 13½, 15, 16½ cut, 30", 12 feed, 4 col. strip. 1—Phila. Jacq. TJ, 10 cut, 30", 12 feed, 4 color strip. automats.

- 1—Phila. Jacq. TJ, 8 cut, 28", 6 feed, 4 col. strip.
 1—Phila. Jacq. TJ, 16", 7 cut, 4 col. str.
 2—Phila. Jacq. LH, 6 & 8 cut, 30" & 28", 6 feed
 1—0.G. 32", 36 feed, 8 cut, multi-feed jersey and 1 x 1 rib
- 2—Phila. Jacq. LA 30", 12 feed, 7 & 10 cut, 3 col. str. 2—Leighten transfers, 6½ & 1º cut, 32" & 34", 9 feed, 4 col. str. 8—Phila. Jacq. TA, 11" to 20", 4 feed, 6 to 12 cut

- 1—Phila, Jacq. MLW, 28", 11 cut, 24 feed, automats & wheels 4—Wildman PB2, 15", 17", 18", 22", 8 and 10 cut 2—Queens Model "B", 60", 9 & 12 cut, High & Low needles, Jacks
- 2-Lamb double head border machines, 7 & 8 cut, with motors
- 1—Dubled Flat, 44", 7 cut, high & low needles
 1—Dubled BAN, 56", 12 cut, Jacquards front & back
 1—Supreme flat mach., 5 cut 26"
- 5-Roby flat links, single & double jack 6—Cissel Tumbler Dryers, 30" x 36"
- 2-Wildman interlock, 23", 21 feed, 10 cut
- 1—Universal Supramat, 62", 8 cut 1—Supreme SAAF, 26", 18 cut, 32 feed, 16 stripers

Joseph Kopelowitz, Inc.

600 Broadway, Brooklyn 6, N. Y. EVergreen 7-1145

FOR SALE

- -Circular Jacquard, model TAI-30", 12 feed, 12 striping boxes, 11 cut, with Wesco Stop Motion.
- Circular Jacquard model TAI-30", 12 feed, 12 striping boxes, 13 cut with 48 end Wesco Stop Motion. Can be seen in operation.

BOX 500L

FOR SALE

3-6 cut TAI machines, set for nuppen stitch. 30", 12 feed with stripers.

FORT LEE KNITTING MILLS WIndsor 4-3035 (N.J.)

FOR SALE-CASH OR TERMS

- 2—Grosser, 44", 6 & 8 cut aluminum carriages hand L&L machines
- 1-Jacquard TAI, 30" 161/2 cut, 12 feed with 4 color stripers
- Ainslie 60" brushing machine
- Stoll Ajum, 59", 10 cut, practically new
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- -Jacquard LH, 8 cut, 6 feed, with stripers
- -Kastrinsky 54" calendar
- -Dubied and Diamond 26", 5 cut, hand machines
- 1—Dubied MR 28", 5 cut, hand machines
- -C & F Popwien 32", 4 cut, hand machine
- 1-Grosser 32", 8 cut, hand machine
- 1-Dubied MR 40", 12 cut, machine
- 1-Dubied 46", 5 cut, Links and Links machine, 4 bar
- 2-Jacquard TA, 30", 6 cut, 12 feed with 4 color stripers

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FOR SALE

- 1-Jacquard TAI, 30", 12 cut, stripers
- 15-Jacquard TJ, 12 through 22", 12 cut, 6 feed
- 1-Brinton PR-19, 28", 10 cut, 16 feed
- 12-Supreme MJ machines, 12" through 20", 18 through 22 cut
- 1-Supreme MJ, 20", 24 cut, 64 feed
- 1-Supreme MJ, 22", 24 cut, 64 feed
- 1-Brinton PRM 24" 20-cut 64 feed
- 1-Universal Supramat SF, 63", 10 cut
- 3-Reading full fashioned machines, rebuilt by Goode, 21 gauge, 12 section, 311/2" heads

SPEIZMAN KNITTING MACHINE CORP.

Phone ED 4-5546

508 W. 5th ST., CHARLOTTE, N. C. 350 5th AVE., NEW YORK 1, N. Y.

Phone PE 6-0451

CONTRACT WORK, CONTRACTORS WANTED

QUALITY FULL FASHIONED CONTRACTOR

seeks additional work on fur blend, cashmere or woolen novelties. Intarsia and fancy work our specialty.

BOX 500W

FULL FASHIONED CONTRACT WORK WANTED

additional production available for classics and novelties. Quality workmanship.

BOX 500

CONTRACTOR

Looking for additional work on Philip 17½ cut, 32" interlock machines and 12 cut transfer machines. Good workmanship.

EVergreen 8-7782 or BOX 500F

CONTRACTOR SEEKS WORK

on better grade bulkies. 2½ gauge and 4 gauge equipment, also Jacquard.

BOX 500X

WANTED - FINISHER

to finish bulky goods.

BOX 500T

CONTRACTOR AVAILABLE

on 4 cut Universals. Quality workmanship. Reasonable.

BOX 500K

JOBBER REQUIRES

Contractor with circular Jacquard LH machines from 4 to 7 gauge. Make complete garment or knitting only.

Phone LAckgwanna 4-1930

CONTRACT WORK WANTED

Large, full fashioned mill in Metropolitan area will do contract work on ladies' sweaters. Quality workmanship on classics and novelties in cashmere, furblends or wool. Intarsias and intricate patterns from 10 cut CAL also available.

BOX 490F

HELP WANTED

WANTED

Experienced mechanic on Supreme Wheel Machine. Modern plant. Steady work. Eastern Pennsylvania.

BOX 470

KNITTER MECHANIC WANTED

Experienced on TA, TAI, Philip and Stoll flat Jacquard & Dubied flats. **BOX** 474

KNITTER MECHANIC WANTED

on Kidde machines. Good pay. Steady. **BOX 500E**

WANTED BY MACHINE MANUFACTURER'S AGENT

Man with mill experience to sell to knitting trade in New York area.

BOX 500D

MECHANIC WANTED

Thoroughly familiar with flat machines. Must be able to take complete charge of department. Steady work, good pay. Excellent opportunity for the right party. Mill located near Philadelphia.

BOX 501

TEXTILE CHEMIST AND ENGINEER

A modern, progressive, quality sweater mill located in the Philadelphia area has an excellent opportunity for a live wire with technical background, to assist top management in maintaining strict control over yarn suppliers and dye houses. Apply:

BOX 509

MECHANIC OR KNITTER-MECHANIC WANTED

Top men only apply. Must be thoroughly experienced on Jacquard LH and TJ circulars. Permanent position with established firm located in North Jersey metropolitan area. (20 minutes from tunnel or bridge.) Our employees know of this ad. All replies strictly confidential.

DEXTER KNITTING MILLS

Garfield, New Jersey GRegory 3-0133

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PRODUCTION MANAGER WANTED

to take care of sweater mill from knitting to shipping of 300-400 dozen per week.

Call HY 9-0076

WANTED

Experienced knitter mechanic on Leighton rackers, Stafford and Holt and Supreme. Good opportunity for right man. **BOX 500M**

ARE YOU THIS MAN? SWEATER MFG. EXECUTIVE

The nation's leading apparel manufacturer seeks the top knitwear production man in the industry to head its expanding sweater and knitwear operation. Compensation will be attractive to the right man and future is unlimited. Send resume to:

BOX 504

POSITIONS WANTED

KNITTER AND EXPERT MECHANIC

Wishes position. TAI, Wildman, etc. PR Brinton, MLW, Morat and other pattern wheels. Accustomed night shift. Expert fine gauges, bulky, etc. 35 years experience all types of circular and flat power, including hand machines. References.

BOX 500 H

PRODUCTION MANAGER AVAILABLE

Complete technical and practical experience in all phases of production on cut and sewn and full fashioned from knitting to the finished garment. Ladies' and men's knit shirts. Quality control, instruct help, etc. **BOX 500C**

CIRCULAR MECHANIC AVAILABLE

Able to originate - copy fabrics - novelty sweater. Technical education, experienced in mechanistic system of LH 6.

P.O. Box 245, Station E. Montreal 14, Que., Canada

ASSISTANT PRODUCTION MANAGER AVAILABLE

Experienced in ladies' sweaters from yarn to the box. Desires position with jobber.

BOX 500J

YARNS WANTED, FOR SALE

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WANTED - JOB LOTS - YARN

Any color 2/20 or 2/15 from 100 lbs. up.

Call EVergreen 2-9435 Ask for George

FOR SALE

Fine Quality Cotton Yarns

1,000 lbs.-60/2 Combed Egyptian Mercerized-Natural on Cones

1,000 lbs.-60/2 Combed Peeler Mercerized-Natural on Cones

1,000 lbs.-60/2 As above-Assorted Colors on Cones

700 lbs.—80/2 Imported (Thomas Oliver) Gassed—Super Combed Mercerized Lisle Twist-Assorted Colors on Cones

100 lbs.-80/2 Docron/Cotton 65-35%

BOX 506

FOR SALE ELASTIC YARN FOR KNITTING

· All Sizes and Colors

EDFORD YARN CO. 79 Clifton Place Breeklyn, N. Y. MAin 2-1340

SURPLUS YARNS WANTED

Worsted · Zephyr Synthetics · Cotton

We always carry a large stock of yarns, dyed on

CALL EV 8-8277 BEN BALIF

686 Flushing Ave. Brooklyn 6, N. Y.

CENTURY YARN CO.

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141 Wilson Ave., Brooklyn 37, N.Y. GL 6-9686 WE PAY We Buy & Sell TOP PRICES WORSTED & SYNTHETIC YARNS SURPLUS YARN

H. BERMAN We carry in stock all colors and all sizes for the knitting trade!

WE BUY AND SELL

Worsteds - Synthetics - Blends

AT BEST PRICES!

EDFORD YARN CO. MAin 2-1340

Brooklyn, N. Y. 79 Clifton Place

YARNS FOR SALE - At Reasonable Prices

3000 lbs.-31/2 run, grey, 65% garnetted Orlan, 35% wool

1100 lbs.—3½ run, aqua, 65% garnetted Orlan, 35% wool 575 lbs.—31/2 run royal, 65% garnetted Orlan, 35% wool

525 lbs.-31/2 run navy, 65% garnetted Orlon, 35% wool

1000 lbs.—3½ run, blue heather, 86% lamb's wool, 10% alpaca, 4% nylon

1650 lbs.-3200 yds., loop yarns, white peacock, ginger, black, cones

1750 lbs.-9/1, 15/1, 1/32, 50/2, 60/2, black, Orlan and Acrilan acrylic cones

400 lbs.-2/27, maize, 100% Darvan nytril, cones

400 lbs.-1/32, lt. heather, 55% Orlon, 45% Arnel, cones

2200 lbs.-3 run, 3.5 run, 5 run, lamb's wool and Orlon acrylic, cones

600 lbs.-1% dk. brown, 2% red, 100% Wool Shetland, cones

850 lbs.-2/14, 75% Wool, 25% Nylon, black, cones

700 lbs.—1% run, loden green, gold, wool and nylon, cones 1500 lbs.—1% and 2%, camel, 75% wool, 22% mohair and 3% nylon

BRITE YARNS CORP.

191 Broadway, Brooklyn 11, N. Y.

EVergreen 7-1525

SALES REPRESENTATIVES WANTED, LINES WANTED

SEEKING ESTABLISHED SELLING AGENTS

experienced in selling direct to men's knit goods trade for novelty men's knitted sweater shirts.

BOX 505

KNITWEAR LINES WANTED

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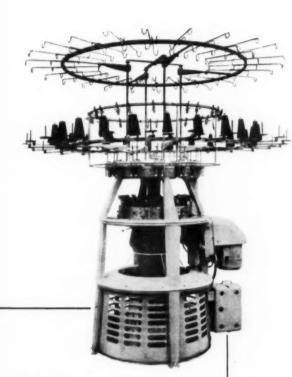
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